

WHAT IS CLAIMED IS:

1. A method for designating a video clip to be downloaded, comprising the steps of:
receiving a designation signal while a program segment is being output;
determining a video clip corresponding to a portion of said program segment upon receipt
of said designation signal; and
downloading said determined video clip.
2. The method of claim 1, wherein said determined video clip is downloaded to a set
top box for future playback.
3. The method of claim 1, wherein said portion of said program segment is a music
video.
4. The method of claim 1, wherein said determined video clip is downloaded and
played back employing a device other than a set top box.
5. The method of claim 1, wherein said portion of said program segment comprises
an audio music program segment.
6. The method of claim 1, wherein said portion of said program segment comprises
an audio music program segment from a compact disc (CD).
7. The method of claim 1, wherein said portion of said program segment comprises
an audio music program segment from a radio station.
8. The method of claim 1, wherein said portion of said program segment comprises
an audio music program segment from an audio cable channel.
9. The method of claim 1, wherein said portion of said program segment comprises a
print advertisement.

10. The method of claim 1, wherein said portion of said program segment comprises a computer program.

11. The method of claim 1, further comprising the step of automatically determining one or more commercials corresponding to said determined video clip.

12. The method of claim 11, wherein said one or more commercials are determined based upon a viewing history of a user.

13. The method of claim 11, wherein said one or more commercials are determined based upon a designation history of a user.

14. The method of claim 11, wherein said one or more commercials are stored on a storage device.

15. The method of claim 1, further comprising the step of downloading data relating to said portion of said program segment.

16. The method of claim 1, further comprising the step of storing said downloaded determined video clip.

17. The method of claim 16, wherein said downloaded determined video clip is stored in a set top box.

18. The method of claim 1, further comprising the step of determining a format for said determined video clip.

19. The method of claim 18, wherein the downloading step downloads said determined video clip in the determined format.

20. The method of claim 18, further comprising the step of converting the downloaded determined video clip to the determined format.

21. The method of claim 18, further comprising the step of receiving a format selection for said determined video clip, and wherein the format determining step determines the format based upon the format selection.

22. An apparatus for receiving and replaying a video clip, comprising:
a designation interpreter for receiving a designation signal while a program segment is being output;
a determination device for determining a video clip corresponding to a portion of said program segment upon receipt of said designation signal; and
a receiving device for downloading said determined video clip.

23. The apparatus of claim 22, wherein said apparatus is a set top box.

24. The apparatus of claim 22, wherein said portion of said program segment comprises a video music clip.

25. The apparatus of claim 22, wherein said determined video clip is downloaded and played back employing a device other than a set top box.

26. The apparatus of claim 22, wherein said portion of said program segment comprises an audio music program segment.

27. The apparatus of claim 22, wherein said portion of said program segment comprises an audio music program segment from a compact disc (CD).

28. The apparatus of claim 22, wherein said portion of said program segment comprises an audio music program segment from a radio station.

29. The apparatus of claim 22, wherein said portion of said program segment comprises an audio music program segment from an audio cable channel.

30. The apparatus of claim 22, wherein said portion of said program segment comprises a print advertisement.

31. The apparatus of claim 22, wherein said portion of said program segment comprises a computer program.

32. The apparatus of claim 22, further comprising a device for automatically determining one or more commercials corresponding to said determined video clip.

33. The apparatus of claim 32, wherein said one or more commercials are determined based upon a viewing history of a user.

34. The apparatus of claim 32, wherein said one or more commercials are determined based upon a designation history of a user.

35. The apparatus of claim 32, wherein said one or more commercials are stored on a storage device.

36. The apparatus of claim 22, wherein said receiving device downloads data relating to said portion of said program segment.

37. The apparatus of claim 22, further comprising a storage device for storing said downloaded determined video clip.

38. The apparatus of claim 22, further comprising a device for determining a format for said determined video clip.

39. The apparatus of claim 38, wherein the receiving device downloads said determined video clip in the determined format.

40. The apparatus of claim 38, further comprising a device for converting the downloaded determined video clip to the determined format.

41. The apparatus of claim 38, further comprising a device for receiving a format selection for said determined video clip, wherein the device for determining the format determines the format based upon the format selection.

42. The apparatus of claim 22, wherein said downloaded determined video clip is stored in a set top box.

43. A method for designating a program segment to be downloaded, comprising the steps of:
receiving a designation signal while a program segment is being output;
transmitting a request for a video clip corresponding to a portion of said program segment upon receipt of said designation signal; and
downloading said video clip.

44. An apparatus for receiving and replaying a video clip, comprising:
a designation interpreter for receiving a designation signal while a program segment is being output;
a transmitting device for transmitting a request for a video clip corresponding to a portion of said program segment upon receipt of said designation signal; and
a receiving device for downloading said video clip.

45. A set of computer program instructions for designating a video clip to be downloaded, comprising:
an instruction for receiving a designation signal while a program segment is being output;

an instruction for determining a video clip corresponding to a portion of said program segment upon receipt of said designation signal; and
an instruction for downloading said determined video clip.

46. A set of computer program instructions for designating a program segment to be downloaded, comprising:
an instruction for receiving a designation signal while a program segment is being output;
an instruction for transmitting a request for a video clip corresponding to a portion of said program segment upon receipt of said designation signal; and
an instruction for downloading said video clip.

47. A storage medium storing instructions which, when executed on a programmed processor residing in a television set-top box, carry out the steps of:
receiving a designation signal while a program segment is being output;
determining a video clip corresponding to a portion of said program segment upon receipt of said designation signal; and
downloading said determined video clip.

48. A storage medium storing instructions which, when executed on a programmed processor residing in a television set-top box, carry out the steps of:
receiving a designation signal while a program segment is being output;
transmitting a request for a video clip corresponding to a portion of said program segment upon receipt of said designation signal; and
downloading said video clip.

49. A method for designating a video clip to be downloaded, comprising the steps of:
receiving a designation signal while a broadcast music video segment having an identifier corresponding to a video clip is being output;
obtaining a complete version of said video clip corresponding to said identifier upon receipt of said designation signal; and
downloading said complete version of said video clip.

50. The method of claim 49, wherein the complete version is obtained regardless of when during the broadcast video segment the designation signal is received.

51. An apparatus for receiving and replaying a video clip, comprising:
a designation interpreter for receiving a designation signal while a broadcast music video segment having an identifier corresponding to a video clip is being output;
a device for obtaining a complete version of said video clip corresponding to said identifier upon receipt of said designation signal; and
a receiving device for downloading said complete version of said video clip.

52. The apparatus of claim 51, wherein the complete version is obtained regardless of when during the broadcast video segment the designation signal is received.

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